

CEAT partners with CNH industrial to supply accessories for agricultural radial tires

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CEAT has announced that CEAT Farmax radial tires are being fitted to Case IH and New Holland tractors. The deal was reached after several rounds of evaluation and audits by the original equipment manufacturer (OEM) of CEAT's radial tire factory in Mumbai and after several tests carried out on tires in various parameters.

"We've always been confident in the quality of our radial agricultural tires since we introduced them to the world in 2017. We've invested in top-of-the-line technologies and the best people to design our products. This partnership with CNH Industrial lends even more credibility to that. a long-term partner for them and we want to help farmers increase their productivity," said Amit Tolani , CEO of CEAT Specialty.

CEAT is one of the leading tire manufacturers in India and CEAT tires are sold in over 115 countries across the world. The brand came to India in 1958 and later became part of the RPG Group. RPG is among India's leading business houses with group revenues of US\$3.6 billion. In the specialty segment, CEAT manufactures agricultural, mining and earthmoving, industrial and construction equipment tires, as well as off-road tires for special applications